

Store Closed
All Day Tomorrow

WANAMAKER'S

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WEATHER
Fair

The Famous August Sale of Furniture at Wanamaker's Will Soon Be Here

With Keeness of Business Forecast and Dealing Promptly

with coming events this Store is availing itself of the new-made opportunities to pay cash and take in lots of goods when they are worthy.

But nothing will induce us to allow the purchase of a superabundance of inferior articles now crowding on the market, which have no merit except cheapness and which seem to us dear at any price, so far as service is considered.

The merchandise we constantly seek to offer our patrons must be such as we have confidence in from long experience, and under no circumstances will we allow our customers to find us indulging in showy displays of doubtful fabrics, easily sold at large profits, but of no permanent value.

We take pains to prepare our stocks expressly for the ever-increasing clientage we have drawn to us by proving that we can be depended on as to qualities and prices.

[Signed]



July 16, 1920.

THIS is the great home-furnishing event which creates its impression on thousands of homes, located at points hundreds of miles distant from one another and from Philadelphia, where these great August Sales of Wanamaker furniture take place.

This is the opportunity you need if you need furniture; be it a single chair, desk or tea-wagon, or the furnishings for a ten-story hotel!

This is an interesting occasion for all Summer sightseers, whether tourists, or near-by dwellers who "run down to Philadelphia" for a day, to see what's doing and how Wanamaker's are doing it; for you can look around, "poke around" and price around to your heart's content, without any irksome subconsciousness that, after all, "they" will be disappointed if you don't buy.

Wanamaker's would be disappointed if you read any such meaning into the sincere hospitalities offered by this house of business.

It will be a picture of splendid beauty and inspiration to the tasteful furnishing of that all-precious institution, the American home; and over and above this, it will be something much greater—

An Institution of Substantial Service to the People!

As a display, as a revelation of resources and as a purchasing opportunity, the Sale will stand without a rival anywhere.

Not long does a good thing and a successful thing go unimitated.

The furniture sale idea started here thirty years ago, and has been appropriated right and left, with results beneficial to methods of furniture-making and furniture-selling, but never yet with the result of bringing any other furniture sale even abreast with the Wanamaker Sale!

It's not to be expected.

The best furniture at the lowest prices will be found in this August Sale. The people are not in any doubt concerning this.

All they want to know is how soon they can see the furniture, and how soon buy what they need to buy.

This is why we are giving them early and reassuring notice that—

As Early as July 22nd—

the furniture, some of it, can be seen in window displays. Starting with the 22nd, and continuing for several days, no less than forty of our street and subway windows will display room-settings and groups of typical furniture, for the different rooms of the house, arranged with the rare skill and artistry for which the Wanamaker Store decoration is famous.

All who visit or even pass the Store can feast their eyes to the full on this array of fine furniture, of which all will be new and never offered for sale before.

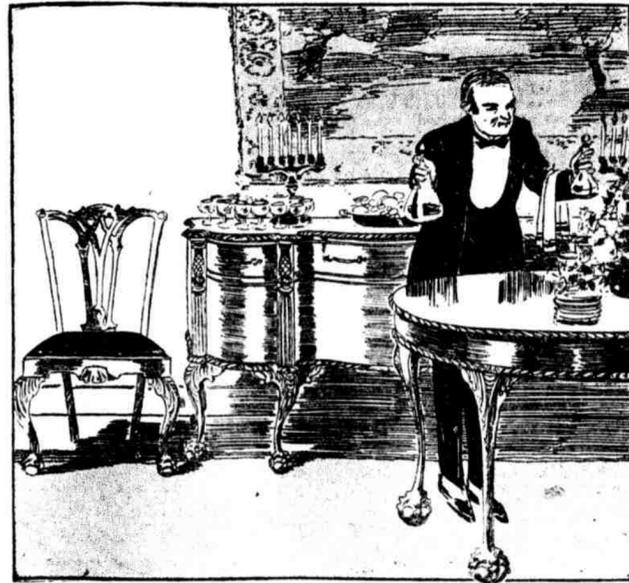
Starting July 28th—

the entire furniture display can be viewed on the floors, with privileges of reservation, the sale transactions to date as from August 2nd, and deliveries to be made starting from that date.

As numbers of persons leave town in August, those three Courtesy Days—July 28th, 29th and 30th—will be of great service to such as wish to benefit by the Sale.

Starting Monday, August 2nd—

the great August Furniture Sale will formally open, and all persons interested need to be told little more; except that—



Savings Will Range From 10 to 50 Per Cent—

based on prevailing market prices.

The furniture will consist of our entire stocks of fine and desirable furniture, augmented by large new purchases. The quantity in hand will insure that, at least, the early comers, and, we hope, the whole purchasing public, can satisfy their needs through the opportunity offered by the Sale.

Home furnishers, whether living far or near, may well give consideration to the superiority of our goods and to the superiority of our delivery facilities.

John Wanamaker Philadelphia